



Oracle

1Z0-1032-26

Oracle Responsys Marketing Platform 2026 Implementation Professional
Exam Version: 6.0

Questions & Answers PDF

(Demo Version - Limited Content)

For More Information - Visit link below:

<https://p2pexam.com/1z0-1032-26>

Question 1. (Multi Select)

In which two situations should you republish a program after making a change or correction? (Choose two.)

- A: You add a second campaign to be evaluated using a performance switch to select a winning path based on open rate.
- B: You modify one of the conditions in a filter being used in the program.
- C: You move a target timer from its original place before one event to after that event.
- D: You change the properties of one campaign in the program to launch another one with a different subject line and new creative.

Answer: A, B

Question 2. (Single Select)

Which statement is true about how you must configure a Responsys Profile list so you can begin sending Mobile SMS campaigns?

- A: You only need to define the COUNTRY_ code if you are sending SMS messages to subscribers outside of the default country setting for your account.
- B: You can only modify profile lists used for mobile campaigns through Connect uploads.
- C: You can use the same Profile list for mobile campaigns that you are currently using for email campaigns.
- D: All the data that you need to use to personalize mobile messages must be stored as columns in the Profile list.

Answer: C

Question 3. (Single Select)

You want to access cart and browse abandonment events on your ecommerce website and launch personalized retargeting marketing programs to your known users.

How can you use Rapid Retargeter to capture and expose the events in Responsys in order to accomplish this?

A: Pass the event data into a Responsys supplemental table near real time with an API call. Backend tables are then automatically updated, so you can use Filter Designer for targeting.

B: Write the event data into external tables. Batch upload the data into a Responsys supplemental table via Connect every hour and then use SQL to pull data for personalization.

C: Capture the events and use an API to write them into profile extension tables in the client's Responsys account and then use SQL to pull data for personalization.

D: After your website is correctly tagged, use the Interaction Events to enter your contacts into a Program and pass key visitor data as Program Entry Variables.

Answer: A

Question 4. (Single Select)

You discovered that your main competitor's employees are subscribed to receive your promotional campaigns directly to their work email addresses.

What should you do in Responsys to prevent your campaigns from being sent to the work email addresses of the competitor's employees, although this is not a complete solution?

A: Create a Non-Competitor Program using Program Designer.

B: Periodically run the scrub utility and delete all email addresses from your competitor's domain.

C: Search the list for the domain name of the competitor and select the block option for each user that is found.

D: In the Account Admin screen, select Define email domain rules and create an audience exclusion by entering the competitor's domain name.

Answer: B

Question 5. (Single Select)

You are configuring a supplemental data import and the first row of the file contains the names of the columns in which you are importing.

What must you do to configure this file property?

A: In the field mapper screen, select the "Columns Already Included" check box.

B: Replace the first row of the file with one text string that contains all the column names separated by columns. Then proceed with the import.

C: In the import configuration, select the "First line contains column names" check box.

D: You must delete the first row of the file before performing the import. Your file must contain actual data only.

Answer: D

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